



POULTRY

EGGS AND EGGS AND MARKETS

Some new things concerning us all and a few practical pointers in getting a desirable market

By N. C. CAMPBELL, B.S.A.

BEFORE I write very much as promised for this month about marketing and getting a good price for select fresh eggs to private customers, I want to give a few facts, which customers ought to know, and possibly do know about eggs.

The patient, long suffering, consuming public throughout Canada have recently had good news of a new movement or development, which is under way to improve the eggs that are served up to them through the ordinary channels of trade. Some day, when each and every consumer rises in his or her might, he or she will be protected by the standards that have been set as to grades of eggs.

I never could see the justice, from the consumer's standpoint, of buying a general mixture of eggs including wee small ones, broken ones, ill-formed and dirty eggs along with a few good ones altogether in the dozen or dozens bought like apples might be in a barrel that had not been properly graded and inspected. Years ago I learned to my advantage that customers are pleased to get uniform eggs all of one color and all of one size. I always endeavored to grade the eggs so as to have each lot uniform and this little attention paid well. The cracked eggs, the overly small and the overly large eggs, as well as any ill-formed specimens, can always be used at home for cooking; and it is good policy to keep these culls off of the special fancy markets. It is bad business even to pass them off to the grocers, although the ill effects of the transaction in this case is not so immediately apparent.

SOME day eggs will be sold by weight in this country, even as they are sold by weight in some other countries where people, and their public opinions, have advanced to the point of demanding their rights when buying produce. A big step towards this happy-day-to-come was taken last winter by the Canadian Produce Association at their third annual convention in Guelph, when they adopted definite standards for Canadian eggs. Consumers have since been advised through the columns of the Press that only by creating the demand for certain high grades of eggs will the supply be forthcoming. The demand can come only with a thorough knowledge on the part of the consumer as to what constitutes good eggs and the various grades of eggs. It has been frequently suggested that consumers generally, in order to safeguard themselves, would do well to insist that all eggs offered for sale be labelled with their proper grades.

Now when the consumers begin to act on this advice, and begin to demand their rights, we producers will do very well indeed to more systematically grade all eggs before marketing. We will do well to grade the eggs and put them up in a fancy way even before the consumers make this demand. And when we know definitely and exactly what we have in hand to offer, we shall be in a position to demand the extra or fancy price commensurate with the quality we supply.

THERE are three general classes for eggs provided under the standards that have been adopted. These are "Fresh Gathered," "Storage," and "Cracked and Dirties." Four grades are provided in the first class, three in the second, and two in the third.

The grades in the "Fresh Gathered" class are "Specials," "Extras," "No. 1's," and "No. 2's." The grade "Specials" is omitted from the "Storage" class, and both specials and extras are omitted from the class for "Cracked and Dirties."

"Specials" according to the standards are eggs of uniform size weighing over 24 ounces to the dozen or over 45 pounds net to the 30 dozen case; absolutely clean, strong and sound in shell; air cell small, not over 3-16 of an inch in depth; white of egg firm and clear and yolk dimly visible; free from blood clots.

"Extras" are eggs of good size, weighing at least 24 ounces to the dozen or 45 pounds net to the 30 dozen case; clean, sound in shell; air cell less than 3-8 of an inch in depth; with white of egg firm, and yolk slightly visible.

"No. 1's" are eggs weighing at least 23 ounces to the dozen or 43 pounds net to the 30 dozen case; clean, sound in shell; air cell less than 1/2 inch in depth; white of egg reasonably firm; yolk visible but mobile, not stuck to the shell or seriously out of place.

"No. 2's" are eggs clean; sound in shell; may contain weak watery eggs, and eggs with heavy yolks, and all other eggs sound in shell and fit for food.

IN order to determine the air cell a testing device will be required. A suitable one can be had free upon application to the Live Stock Commissioner's at Ottawa. It is absolutely free, and in writing for it you do not even need to place a postage stamp nor a war stamp upon your envelope. Simply mark it "O.H.M.S." These egg testing devices are of cardboard and full

directions and illustrations accompany them. One is for a small coal oil lamp and the other is for use on the incandescent bulb of the common electric light.

Every consumer, as well as every producer, ought to have one of these contrivances and use it regularly—thereby saving one's liking for good fresh eggs, and on the other hand for the producer to avoid possible trouble with customers—for it is always a most unfortunate affair when a particular person breaks into a bad egg at the breakfast table. A simple candling of the eggs, taking but a few moments of time before they are sold, and again before they are used, will avoid any possible trouble.

EGGs are extremely high in price again right now. They invariably go up to high prices at this season of the year in the larger centres. More moderate prices, though still fairly high, prevail in the towns and villages and at cross road centres. Hens, in general, in this country, have not as yet been instilled into the habit of producing eggs abundantly after late summer until well on into the late winter. Those who have, or will have, eggs to sell now or soon, may find some points of value from the following suggestions:

Quite the choicest market for the individual producer is a private fancy trade to special customers—particular people and people of ready means, who will pay almost any price to ensure getting strictly new, fresh laid eggs regularly, and as they want them. Such customers can be secured by personally canvassing for them, at the market or from house to house on the street in the better sections of some nearby large town or city. A better way is to invest in a little classified advertisement in the columns of the evening daily paper or papers of that town or city. A ten-word ad. like this will perhaps meet your need and get you the customers you desire:—

"Strictly fresh new laid eggs,
direct from our farm, apply:—"

The rate will probably be only one cent per word; and if you wish the ad. to appear for several times, you may, in some cases, get six insertions for the price of four, or in any case you will probably be given some attractive discount for the longer time order.

You may care to be a little more selective of the kind of customers you desire and an advertisement like the following may fit in better with your needs:—

"Strictly fresh new laid eggs, large in size, white or brown as desired, supplied direct from our farm, to particular people absolutely guaranteed. Price only slightly above regular market. Deliveries as wanted. Try them. Write."

IN the larger centres especially, people in the better homes are simply hungry for the best class of eggs, and also for other forms of produce, which they can get direct from the producer on the farm. The little classified ad. will seek out for you these people and in all probability bring to you good friends who, if you use them well, will be exceedingly good customers over many months and years to come.

IHAVE never favored the open public market, especially for our women folks. There always seemed to be far too much hardship about getting to it early. The profits forthcoming were not in my estimation sufficient to cover the trials and the expenditure of valuable energy. I always like the strictly private market from which the orders are assured in advance, and which do not require so much waste of time.

When I have larger quantities of fresh eggs to dispose of and I do not care to bother with the smaller customers, I go after a market from a leading hotel, or restaurant, or quick lunch counter. Here, however, it is necessary to always keep the quantities up to contract and this involves some real business foresight and careful handling. I establish a market for my eggs in places like these by personal canvass while in the city, or by letter written to the Commissary department of such places that attract me as being desirable to which to cater.

Next to foregoing outlets I favor a reliable commission merchant; and, if I can get him handily, a grocer who is catering to high class trade.

In any case, careful estimates must always be made covering the cost of packing, carriage or transportation, and prices must be secured sufficiently high enough to cover all of these incidental expenses and leave a satisfactory margin over, and above all, to pay for the extra trouble and the risk of investment, time and ability.

IF any of the readers of this column in EVERYWOMAN'S WORLD should have special selling problems on which I can help them in any way, I shall be only too glad to answer as best I can any and all enquiries. When writing, at any time, be sure to enclose a two cent stamp and also the extra war stamp required to mail reply.

MAKES THEM LAY.

International Poultry Food Tonic so stimulates the hen's system that she simply has to lay eggs.

INTERNATIONAL FOOD POULTRY TONIC

MADE IN CANADA

is a mixture of roots, herbs and spices supplying to the fowl elements not contained in the grain feed, and it makes hens lay more eggs by stimulating and strengthening the egg producing organs, as indisputably proven by the sale of over five million boxes. Also keeps poultry healthy and vigorous and makes young chickens grow rapidly.

Its use is cheap, one extra egg in two months will cover its cost for each hen. Its effects are immediately apparent in increased egg production and better health in all the flock.

It is sold in 25c, 50c, and \$1.00 packages, under a "spot cash money back" guarantee, by dealers everywhere.

FREE—Write for our free book, the "International Poultry Guide", a complete compendium of poultry knowledge.

INTERNATIONAL STOCK FOOD CO. LIMITED

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TO. ONTO, ONTARIO



This Ad. Will Save You \$100

We have been before the Canadian public for many years with a straight offer of \$100 saving on the purchase of a piano, because of factory-to-user methods and prices.

Thousands have profited. The outcome of business methods and a strict fulfilment of every advertised promise has built up a great modern plant for the exclusive manufacture of the

Colonial—Style 70

Sherlock-Manning 20th Century Piano

"CANADA'S BIGGEST PIANO VALUE"

The action, hammers, and strings we use are the finest money can buy. The Sherlock-Manning represents the best in case, tone, workmanship or durability. We give you a guarantee for ten years.

Dept. 22 will forward our handsome Art Catalogue Z on request. Write for it and read the plain facts.

The Sherlock-Manning Piano Co.

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CANADA 76

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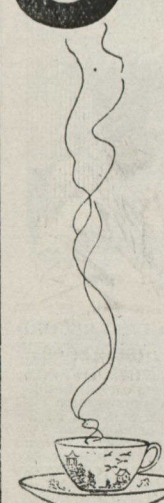
Wilson's INVALIDS' PORT

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has won the confidence of the Canadian Medical Profession by reason of the high standard of excellence of this tonic-reconstituent. Beware of tonic wines with similar sounding names—look for the facsimile of the proprietors' signature on every label.

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Japan Tea is preferred to all others because of its unequaled delicacy and its full-flavored strength.

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it. Ask HIM.